

Ethical and Governance Concerns Regarding Food Allergy Research & Education (FARE)

Relating to Opposition of California Senate Bill 68 – The ADDE Act

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Concerned Members of the Food Allergy Advocacy Community

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I. Executive Summary

Food Allergy Research & Education (FARE) is the largest and most influential nonprofit organization dedicated to individuals with food allergies in the United States.

It has long positioned itself as the voice of the food allergy community—until now.

In 2025, FARE shocked advocates, families, and medical professionals alike by **formally opposing California Senate Bill 68 (SB 68)**, the Allergen Disclosure for Dining Experiences Act (ADDE).

This bill would require restaurants to label the Top 9 major allergens on menus, providing critical transparency to millions living with food allergies.

Rather than supporting this life-saving legislation, FARE joined with the California Restaurant Association (CRA) in submitting a formal letter of opposition to the Senate Health Committee, claiming menu labeling might create a “false sense of security.”

This stance ignored overwhelming medical, scientific, and community support for transparency measures—and actively undermined the interests of the very community FARE claims to represent.

Worse, this opposition occurred **against a backdrop of serious concerns**:

- **Conflict of Interest:**

FARE has a public partnership with EveryBite, a for-profit company whose business model depends on providing a paid service to restaurants—directly threatened by the passage of SB 68.

- **Financial Prioritization Over Advocacy:**

FARE’s IRS filings reveal high executive compensation compared to direct mission spending, with mounting concerns that under the leadership of CEO Sung Poblete, the organization has shifted from true patient advocacy toward corporate fundraising and marketing.

- **Transparency Failures:**

FARE publicly misrepresented their opposition to SB 68 as mere “commentary” in their April 2025 newsletter, refused to release the recording of a Town Hall meeting on the subject, and bypassed input from their own Advocacy Committee.

- **Erosion of Public Trust:**

Respected voices such as Dr. Louis Giorgi—a key advocate for California’s food allergy laws—warn that FARE’s opposition may fatally undermine SB 68’s chance of success at the Senate floor.

- **Growing Community Outcry:**

Over 500 medical professionals, dozens of advocacy groups, and thousands of

grassroots supporters have rallied behind SB 68—while distancing themselves from FARE’s betrayal.

At stake is more than just a bill.

At stake is the trust of millions of food allergy families, the integrity of patient advocacy, and the life-saving potential of legislative transparency.

This dossier outlines the evidence, facts, and voices demanding accountability.

It urges immediate independent investigation into FARE’s advocacy practices, financial partnerships, and governance decisions—and calls on FARE to withdraw its opposition to SB 68 before irreversible harm is done.

II. Background on SB 68 (ADDE Act)

The Allergen Disclosure for Dining Experiences Act (SB 68), co-sponsored by California State Senator Caroline Menjivar, is a landmark piece of legislation aimed at improving public health and safety for individuals living with food allergies. The bill requires that restaurants in California disclose on their menus which items contain any of the Top 9 major allergens (milk, eggs, wheat, soy, peanuts, tree nuts, fish, shellfish, and sesame).

Purpose and Importance

Dining out poses one of the greatest risks for individuals with food allergies, as unlisted ingredients and miscommunications are leading causes of severe allergic reactions, including fatal anaphylaxis. SB 68 seeks to address this preventable risk by:

- Providing customers with vital allergen information at the point of ordering.
- Promoting transparency and informed decision-making for families and individuals managing food allergies.
- Standardizing practices that already exist for packaged foods under federal law, extending these protections into the restaurant setting.

This approach follows similar allergen disclosure practices already in place across the European Union and United Kingdom, where mandatory menu labeling laws have contributed to safer dining environments and reduced emergency room visits related to food allergies.

Widespread Support from Health and Advocacy Organizations

SB 68 has earned broad support across the medical and advocacy communities, including endorsements from:

- The Asthma and Allergy Foundation of America (AAFA)
- The American College of Allergy, Asthma & Immunology (ACAAI)
- The American Academy of Pediatrics, California Chapter
- The Food Allergy & Anaphylaxis Connection Team (FAACT)
- The Food Allergy Nurses Association

- Over 500 medical professionals specializing in allergy, immunology, pediatrics, and public health

Grassroots support has been overwhelming, with families, advocates, and nonprofit organizations publicly calling for greater safety measures in restaurants.

Risk to Public Health if Legislation Fails

Failure to pass SB 68 would maintain the current, inconsistent, and often dangerous status quo where individuals must rely entirely on verbal communication with restaurant staff—a system rife with human error, miscommunication, and lack of standardized training.

Without menu labeling:

- Diners may continue to be misinformed about allergens in dishes.
- Restaurants will remain under no legal obligation to proactively disclose allergen information.
- The burden of ensuring safety will stay solely on vulnerable customers, perpetuating inequity, health risks, and tragic outcomes.

Legislative Progress

In April 2025, SB 68 successfully passed the California Senate Health Committee after compelling testimony from medical experts, advocates, and even third-grade students directly affected by food allergies. The bill now proceeds to the Senate Appropriations Committee and will ultimately require a full Senate vote before becoming law.

However, opposition from influential organizations like FARE threatens the bill's momentum and ultimate passage — placing public health at continued risk.

III. Conflict of Interest Concerns

One of the most troubling aspects of FARE's opposition to SB 68 is the clear appearance of a conflict of interest, centered around its partnership with EveryBite—a private, for-profit company offering a subscription-based restaurant allergen information platform.

FARE's Partnership with EveryBite

In early 2025, FARE announced a formal partnership with EveryBite, promoting it as an innovative solution to help individuals navigate allergen risks while dining out. However, this partnership raises critical ethical questions when evaluated alongside FARE's simultaneous public opposition to SB 68.

EveryBite's business model fundamentally depends on allergen information remaining inaccessible on public restaurant menus. Their platform sells access to allergen information that diners would otherwise not have—a service that would become far less necessary if SB 68 were enacted, providing transparent allergen disclosure directly on menus.

FARE's failure to disclose this inherent conflict of interest when opposing SB 68 seriously undermines their credibility and fiduciary duty to the food allergy community they claim to represent.

EveryBite's Ties to For-Profit Allergen Compliance Businesses

Further complicating the matter is the background of EveryBite's leadership:

- **Lucy Logan**, one of EveryBite's co-founders, previously founded **FoodCalc** and **MenuCalc**.
- FoodCalc and MenuCalc are for-profit companies that specialize in nutrition analysis and allergen compliance software sold to restaurants.
- These businesses profit from helping restaurants manage nutrition information internally.

If SB 68 passes, public menu labeling would reduce restaurants' need for private compliance platforms like MenuCalc, thus impacting the financial models of companies linked to EveryBite's leadership.

This creates a serious optics issue:

FARE is publicly opposing menu labeling while partnered with a company whose financial interests are directly threatened by it.

Ethical Implications

The food allergy community deserves unbiased advocacy focused on protecting patient safety—not advancing private commercial interests. FARE’s failure to fully disclose its relationship with EveryBite when opposing SB 68:

- Violates principles of transparency.
- Breaches public trust.
- Raises valid concerns about whether financial or business interests are improperly influencing policy positions.

Given FARE’s significant influence with policymakers, this undisclosed partnership poses a direct threat to legislation intended to prevent life-threatening allergic reactions.

IV. Financial and Governance Issues

In addition to concerns about conflicts of interest, Food Allergy Research & Education (FARE) faces serious questions regarding its internal governance, financial priorities, and organizational direction.

Recent evidence suggests a troubling shift away from substantive policy advocacy toward a model focused on marketing, fundraising, and corporate partnerships—potentially at the expense of the vulnerable community FARE is tasked with serving.

Executive Compensation and Resource Allocation

According to FARE’s publicly filed IRS Form 990 for 2023:

- **CEO Sung Poblete** received total compensation of approximately **\$612,328**.
- Other senior executives received six-figure salaries comparable to or exceeding leadership at similar-sized nonprofits.

By contrast, the proportion of FARE’s expenses dedicated directly to public education, policy advocacy, or community-based services has remained relatively modest.

Key concerns:

- The high executive compensation appears disproportionate compared to programmatic spending focused on public health advocacy.
- Resource allocation priorities suggest an emphasis on internal operations, leadership salaries, and brand expansion over direct service to individuals with food allergies.

This financial pattern raises the question:

Is FARE operating primarily to advance food allergy safety—or to sustain a corporate fundraising engine?

Disbandment of Internal Advocacy Team

Multiple credible reports—including testimony from former employees—confirm that:

- FARE disbanded its core internal advocacy team in early 2025.
- Responsibility for legislative advocacy was either outsourced to consultants or deprioritized altogether.
- Longstanding, skilled advocates known for crafting meaningful food allergy legislation were terminated without transparent public explanation.

The loss of seasoned internal advocates weakens FARE's ability to engage credibly in legislative and regulatory efforts on behalf of the food allergy community.

It is particularly troubling that FARE chose to dismantle its advocacy capacity **just months before opposing SB 68**—one of the most consequential pieces of food allergy legislation in U.S. history.

Organizational Culture and Shift Toward Marketing

Feedback from former FARE staff and food allergy advocates indicate:

- FARE under current leadership is increasingly operating like a **marketing-driven fundraising operation**.
- Focus has shifted toward brand partnerships, digital campaigns, and revenue generation rather than robust policy engagement or patient-centered initiatives.

- Key leadership decisions appear to prioritize external image over internal accountability or community advocacy.

This pattern mirrors concerns previously raised about CEO Sung Poblete's leadership style during her tenure at Stand Up To Cancer (SU2C), where critics similarly alleged an overemphasis on corporate alignment at the expense of direct advocacy impact.

Pattern of PR-Focused Initiatives with Little Public Impact

Several initiatives launched under CEO Sung Poblete appear designed primarily to generate publicity and elite visibility—while offering limited measurable outcomes for the food allergy community. Former FARE staff members have confirmed that under current leadership, the organization has deprioritized traditional advocacy and education in favor of branded partnerships and personal networking opportunities.

- **“15 and FARE” with Patrick and Brittany Mahomes**
Announced in October 2024, this partnership was promoted as a major expansion of food allergy education in Kansas City. However, no outcome data, implementation updates, or measurable impact metrics have been made publicly available. Internal sources note that Sung has expressed interest in celebrity culture—mentioning names like Taylor Swift—and the Mahomes partnership fit into that media-facing strategy. Critics point out that there are many food allergy parent advocates with less political baggage and deeper grassroots credibility.
- **Genentech and Novartis “Awareness Campaign”**
This 2025 campaign was promoted as a corporate-backed awareness initiative highlighting patient and caregiver challenges. While it garnered industry attention, no legislative engagement, educational deployment, or policy outcomes have been documented to date.
- **EveryBite Partnership Announcement**
In April 2025, FARE publicly announced a new partnership with EveryBite to produce a report aimed at helping restaurants better serve food allergy consumers. As of this writing, no such report has been released. EveryBite provides data and technology services to restaurants, charging them for access to digital menu tools and allergen information infrastructure. While the company has not publicly opposed SB 68, its business model may be economically threatened by legislation requiring public allergen labeling—raising concerns about the alignment of this partnership with public health goals. FARE's decision to pursue this initiative in lieu of supporting policy-based solutions continues to fuel skepticism among advocates.
- **Vionic “Future Starts Now” Campaign (2022 Giving Tuesday)**
While previously reported figures cite \$220,000 raised during Giving Tuesday 2022,

internal accounts suggest that any actual funds raised were likely unrelated to FARE’s direct involvement. According to a former employee, the partnership originated from a personal friendship between Sung and a Vionic executive. Vionic donated shoes to FARE’s Board and was promised major media exposure in return—an outcome Sung ultimately could not deliver. Discounts and promotional tie-ins that were discussed reportedly never materialized, and the Vionic team eventually ended the relationship after determining the strategic fit was unclear.

- **\$75,000 SAG Awards Table Purchases (2023 and 2024)**

According to internal sources, FARE purchased SAG Awards tables for two consecutive years. In 2023, CEO Sung Poblete reportedly could not fill the table and instead brought along two Genentech representatives and FARE staff. In 2024, she chose to attend the SAG Awards instead of the AAAAI (American Academy of Allergy, Asthma & Immunology) annual conference—a critical event for clinical leadership in the food allergy space. Sources indicate the tables were pitched as “opportunities” to attract high-dollar donors, but no tangible mission-related benefit or follow-up reporting has been presented to justify the cost. The events instead offered access to celebrity culture for FARE leadership and affiliates.

- **FARE PACT Alliance**

Announced in 2023, the FARE PACT Alliance (Promoting Allergy Consumer Trust) brings together partners across consumer packaged goods, restaurants, hospitality, and manufacturing with the stated goal of improving food allergy consumer trust and business responsiveness. While the initiative references engagement with real-time data and supply chain improvements, it has not released any outcome-driven reports, policy frameworks, or known deliverables. The PACT Alliance has not supported SB 68 or any legislative initiative. Internally, it is seen as another example of Sung prioritizing industry branding over direct advocacy or community education.

Taken together, these initiatives illustrate an organizational pivot away from food allergy **advocacy and education** toward branded alliances, donor courting, and leadership visibility. According to former employees, these efforts increasingly reflect Sung Poblete’s personal interest in proximity to celebrity culture and high-profile partners—often pursued at the expense of meaningful community impact, legislative engagement, or transparency.

Bottom Line

FARE’s financial decisions, leadership actions, and internal restructuring strongly suggest a pivot away from its founding mission of advocating for food allergy patients.

Without internal reform and independent oversight, there is a growing risk that FARE will continue prioritizing fundraising and partnerships over real, measurable improvements in safety, transparency, and inclusion for those living with life-threatening food allergies.

V. Transparency Failures

Beyond financial and governance concerns, Food Allergy Research & Education (FARE) has exhibited repeated failures in transparency toward the very community it claims to represent. These lapses further erode trust and reinforce concerns about the organization's current leadership priorities.

Misrepresentation of Opposition to SB 68

In its public April 2025 newsletter, FARE described its actions on California Senate Bill 68 as simply “commenting” on the legislation.

In reality, FARE:

- **Formally opposed** SB 68 in writing via an official opposition letter submitted to the California Senate Health Committee.
- **Partnered** on that opposition letter with the California Restaurant Association (CRA), a lobbying group known for opposing public health and labor protections.
- **Advocated against** the bill at the April 9, 2025 Senate Health Committee hearing.

Mischaracterizing formal opposition as “commentary” constitutes a serious breach of ethical communication. It minimized FARE’s active efforts to block critical, life-saving legislation and misled members, donors, and the broader food allergy community about the organization’s true role.

Failure to Release the April 2025 Town Hall Recording

On April 15, 2025, FARE hosted a virtual Town Hall intended to “listen” to concerns from the food allergy community about their stance on SB 68.

Key facts:

- Attendees repeatedly requested that the Zoom Town Hall be recorded and made publicly available.
- FARE leadership indicated the event would be recorded.

- **As of today, the recording has not been released.**
- Numerous parents, advocates, and food allergy organizations have since pleaded for access to the recording across FARE's public social media pages—with no response.

FARE's refusal to release the recording raises troubling questions:

- What does FARE not want the broader community to hear?
- Why claim transparency while withholding evidence of direct community feedback?

This pattern suggests an intentional suppression of dissenting voices.

Lack of Consultation with FARE's Own Advocacy Committee

According to multiple independent sources, including members of the broader advocacy community:

- FARE's Advocacy Committee, comprised of patients, parents, and medical professionals, was **not consulted** before FARE submitted its letter opposing SB 68.
- Several Advocacy Committee members have since publicly or privately expressed disagreement with FARE's position.
- FARE leadership appears to have bypassed internal governance processes designed to ensure that advocacy decisions reflect the will of the community.

This failure to engage internal stakeholders prior to taking a highly consequential public position represents a fundamental breakdown of accountability.

Misleading Portrayal of Advocacy Achievements

In its April 2025 communications, FARE publicly positioned itself as an active champion of legislative advocacy—citing its “comment” on SB 68 as a positive achievement.

In truth:

- FARE's actual advocacy footprint has shrunk significantly (like canceling their annual Courage event without explanation) following the disbandment of its internal advocacy team.

- Its most notable recent action—opposing SB 68—places it at odds with the medical, scientific, and patient communities it purports to serve.

By falsely framing opposition efforts as neutral advocacy, FARE misleads donors, undermines its credibility, and sows confusion within the broader food allergy community.

VI. Community and Expert Backlash

FARE's public opposition to SB 68 (the ADDE Act) has triggered widespread and unprecedented backlash across the food allergy community — from parents, advocates, medical professionals, and even longtime supporters and collaborators.

Rather than fostering unity around life-saving policy advancements, FARE's actions have fractured trust and jeopardized the credibility of the broader food allergy movement.

Professional and Medical Organizations Break with FARE

Multiple leading organizations have publicly endorsed SB 68 and distanced themselves from FARE's stance, including:

- **Asthma and Allergy Foundation of America (AAFA)**
- **American College of Allergy, Asthma, and Immunology (ACAAI)**
- **American Academy of Pediatrics, California Chapter**
- **The Food Allergy & Anaphylaxis Connection Team (FAACT)**
- **The Food Allergy Nurses Association**
- **CURED NFP**
- **The Elijah-Alavi Foundation**

These organizations recognize the life-saving potential of allergen menu labeling and have affirmed that legislation like SB 68 represents meaningful progress — not a risk.

AAFA President and CEO Kenneth Mendez notably stated:

“It’s disappointing to see opposition claim to support food allergy safety while rejecting a basic, life-saving solution like menu labeling. True advocacy means supporting safeguards that protect everyone — not just big business.”

(Allergic Living, April 2025)

This break from FARE by trusted medical and nonprofit leaders is both historic and deeply telling.

Strong Grassroots Rebellion from the Food Allergy Community

Since the publication of FARE's opposition letter:

- Hundreds of parents, patients, and advocates have expressed outrage on Instagram, Facebook, Reddit, and in formal communications.
- Multiple open letters and social media campaigns have called on FARE to withdraw its opposition.
- Town Hall attendees and community members have demanded transparency, including the release of the Town Hall recording.
- Influencers, grassroots organizations, and advocacy networks have begun shifting away from collaborating with FARE.

There is widespread, bipartisan consensus within the food allergy community that FARE's actions have placed organizational self-interest above the needs of vulnerable patients.

Expert Warning: Dr. Louis Giorgi's Statement

Dr. Louis Giorgi, a leading food allergy advocate whose family helped pass the California Stock Epinephrine Law and the Natalie Giorgi Sunshine Act following the tragic loss of his daughter Natalie, voiced alarm at FARE's behavior during the April 15, 2025 Town Hall.

From *Allergic Living*'s report:

"In California legislation, to oppose publicly is a very big deal," Giorgi said.

"It looks clear that FARE is opposed, period. That's all the senators see. All they need to see at the next committee level is that our national organization is against this step."

He continued, stating calmly but firmly:

"The reasoning for your opposition was not proper, in my opinion."

Dr. Giorgi's intervention highlights the political gravity of FARE's opposition:

- Public opposition by a major national organization sends powerful negative signals to legislators.
- It risks stalling SB 68 — or killing it entirely — despite overwhelming grassroots and medical support.

Giorgi's stature, credibility, and deep legislative experience amplify the severity of his warning.

VII. Broader Public Impact

FARE's opposition to SB 68 has consequences that extend far beyond a single bill. Their actions jeopardize the integrity of the food allergy advocacy movement as a whole, risk public health, and could set a dangerous precedent nationally.

Erosion of Trust in the Food Allergy Advocacy Sector

FARE has long been regarded as a national leader and trusted voice for the food allergy community. Their sudden public opposition to common-sense, life-saving legislation—paired with transparency failures, financial conflicts of interest, and misleading public messaging—has deeply shaken public trust.

- Families, patients, and donors are questioning whether FARE truly prioritizes the needs of those living with food allergies.
- Other nonprofit organizations, medical associations, and advocacy groups have been forced to publicly distance themselves from FARE.
- Community sentiment across social media and advocacy networks reflects profound disillusionment and skepticism toward institutional leadership in food allergy advocacy.

This erosion of trust weakens collective power and solidarity — just when unified action is needed most.

Undermining Legislative Efforts Nationwide

If FARE successfully weakens or kills SB 68 in California, it could have national ripple effects:

- Legislators in other states may hesitate to introduce or advance similar allergen labeling initiatives.

- Opposing lobbying organizations — like restaurant industry groups — will be emboldened by FARE's collaboration and precedent.
- The food allergy community will have to fight an uphill battle to regain credibility and rebuild support for future public safety legislation.

In other words: **FARE's opposition threatens not just SB 68, but broader legislative momentum to protect food allergy patients across the United States.**

Endangerment of Public Health

The absence of clear allergen labeling in restaurants today is a life-threatening gap:

- Dining out remains the highest-risk environment for fatal food allergy reactions.
- Studies show labeling requirements, like those enacted in the UK and EU, improve safety outcomes for diners.
- SB 68 is modeled on successful international precedents — and yet FARE has chosen to stand in opposition.

By undermining SB 68, FARE is indirectly maintaining the status quo where:

- Critical allergen information remains hidden.
- Staff training gaps persist.
- Diners must gamble with their lives based on verbal assurances or guesswork.

This endangers millions of Americans, including 4 million Californians living with diagnosed food allergies.

Helping Powerful Industry Interests Over Patients

Finally, FARE's stance — and its undisclosed partnerships with companies like EveryBite — reveal a troubling alignment with powerful commercial interests:

- Instead of demanding systemic safety improvements for diners, FARE's approach prioritizes maintaining technological “solutions” that monetize allergen transparency.

- This posture serves restaurant chains, tech vendors, and private platforms — not vulnerable patients.

Advocacy organizations must put public health first.

FARE's failure to do so has placed lives, trust, and future progress at risk.

VIII. Conclusion and Call for Further Investigation

The evidence presented in this dossier paints a troubling picture of Food Allergy Research & Education (FARE) and its leadership:

- Public opposition to landmark safety legislation (SB 68) without adequate justification.
- Conflicts of interest arising from undisclosed commercial partnerships.
- Financial and governance practices that prioritize executive compensation and marketing over true advocacy.
- Transparency failures in communications to the food allergy community and donors.
- Marginalization of internal advocacy voices and misrepresentation of external advocacy efforts.
- Disregard for community consensus, expert warnings, and global best practices in allergen disclosure.

This is not the behavior of a nonprofit organization acting solely in the interest of vulnerable food allergy patients and families.

Instead, FARE's conduct raises urgent ethical questions:

- Is FARE prioritizing corporate partnerships over patient safety?
- Has FARE misrepresented its role to donors, policymakers, and the public?
- Are financial relationships influencing public policy positions without disclosure?
- Is FARE truly fulfilling its fiduciary duty to the food allergy community it claims to represent?

Given FARE's considerable influence among legislators, health systems, and media, these concerns cannot be ignored.

Call to Action

We respectfully urge nonprofit watchdog organizations, investigative journalists, regulatory bodies, and food allergy advocacy stakeholders to:

- Conduct an independent investigation into FARE's financial relationships, partnerships, and advocacy activities.
- Review FARE's IRS filings, public communications, and internal governance practices.
- Demand greater transparency from FARE regarding conflicts of interest and organizational decision-making.
- Monitor FARE's future policy actions to ensure alignment with patient safety, inclusion, and public health—not commercial interests.

Food allergy patients, families, and supporters deserve better.

They deserve advocacy that is transparent, community-driven, and uncompromising in its commitment to saving lives.

Until these concerns are addressed, FARE's credibility as a representative voice for the food allergy community must be called into question.

Appendices (Supporting Evidence)

Appendix A:

[FARE's Formal Opposition Letter to SB 68](#)

Appendix B:

[April 2025 FARE Newsletter minimizing opposition \("commenting" language\)](#)



Initiating Key Conversations with Policymakers

Earlier this month, FARE's CEO, **Sung Poblete, PhD, RN**, met with **Congressman Robert Aderholt** (pictured), Chairman of the Appropriations Committee on Labor, Health and Human Services, Education, and Related Agencies, to discuss the interests of the food allergy community. FARE has recently taken stands on issues ranging from fighting to add infant-safe peanut products to infant **WIC food packages**, defending the food allergy patient protections offered under **Section 504**, advocating for modified language around epinephrine supplies in Arizona legislation (**AZ Senate Bill 1440**) to include the latest delivery options, and commenting on California legislation (**CA Senate Bill 68**) regarding allergen labeling on restaurant menus. Exciting membership updates are forthcoming for the bicameral, bipartisan **Congressional Food Allergy Research Caucus**.

Appendix C:

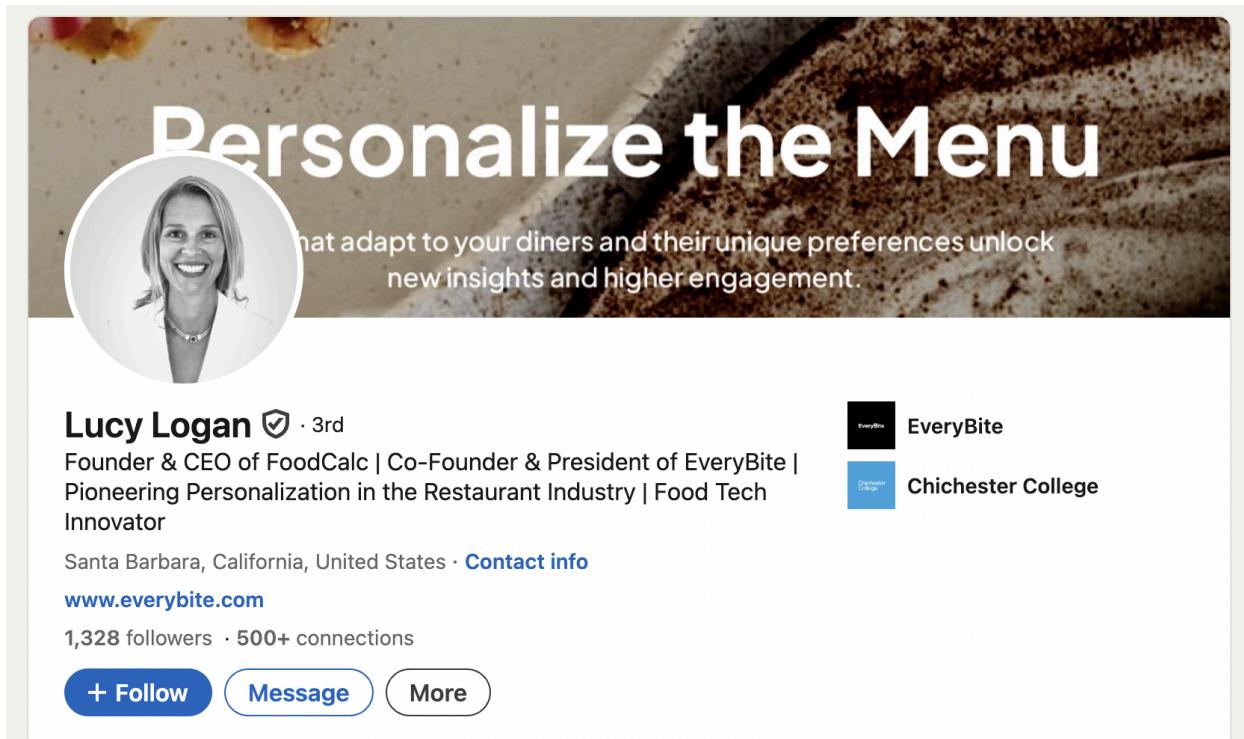
[FARE's IRS Form 990 filings \(2022-2023 Executive Compensation\)](#)

Appendix D:

[Announcement of FARE's partnership with EveryBite](#)

Appendix E:

EveryBite's leadership ties to FoodCalc and MenuCalc



Personalize the Menu
that adapt to your diners and their unique preferences unlock new insights and higher engagement.

Lucy Logan  · 3rd
Founder & CEO of FoodCalc | Co-Founder & President of EveryBite | Pioneering Personalization in the Restaurant Industry | Food Tech Innovator
Santa Barbara, California, United States · [Contact info](#)
www.everybite.com
1,328 followers · 500+ connections

[+ Follow](#) [Message](#) [More](#)

EveryBite
Chichester College

About

I'm on a mission to transform the foodservice industry through innovative technology that makes dining more personal, transparent, and profitable for everyone.

As the founder of FoodCalc, I established the gold standard for nutrition analytics in the hospitality industry. Since 2003, the MenuCalc platform has served thousands of businesses nationwide, providing precise nutritional analysis through our proprietary database of over 300,000 ingredients. Our partnerships with industry leaders like US Foods and Performance Foodservice have helped cement our position as the trusted solution for restaurant chains seeking accurate, reliable nutrition data.

Now, as Co-Founder and President of EveryBite, I'm leading the next evolution in dining technology. Our SmartMenu platform is revolutionizing how restaurants connect with their customers by enabling true one-to-one menu personalization. We're helping millions of diners across 49 (and counting!) restaurant chains find meals that perfectly match their dietary preferences, while empowering restaurants to boost revenue by 10-25% through data-driven insights.

With nearly two decades of experience in food tech innovation, I remain passionate about developing solutions that meet the unique needs of every diner while driving growth for our restaurant partners. Whether it's through precise nutrition analytics or AI-powered personalization, my focus is on creating technology that makes the future of dining more inclusive, transparent, and profitable.

I'm always eager to connect with fellow innovators in the foodservice, technology, and hospitality spaces. Let's discuss how we can shape the future of dining together.

Experience



Co-Founder

EveryBite · Full-time
Apr 2023 - Present · 2 yrs 1 mo
San Francisco Bay Area

EveryBite is revolutionizing the restaurant industry through one-to-one menu personalization. Our innovative platform helps diners easily find meals that match their dietary preferences while enabling restaurants to boost revenue by 10-25%. Trusted by over 1 million consumers across 49+ restaurant chains including Cracker Barrel and Steak 'n Shake, EveryBite's SmartMenu technology is transforming how restaurants connect with their customers through personalized digital experiences.

▽ Start-up Ventures, Personalization and +3 skills



FoodCalc
21 yrs 4 mos

- **Executive Officer**

Apr 2007 - Present · 18 yrs 1 mo

- **Founder**

Apr 2004 - Present · 21 yrs 1 mo

▽ Food Technology, Personalization and +3 skills

- **Executive**

2004 - Present · 21 yrs 4 mos

Founded in 2003 FoodCalc is an independently owned corporation in the state of California. San Francisco. We are the food industry's gold standard for web-based nutrition analysis solutions. Foodservice application MenuCalc (www.menucalc.com), and CPG application LabelCalc (www.labelcalc.com) - Sold to Datacor 2022

Since 2003, the company has pioneered the use of internet-savvy technology to deliver instant, affordable nutrition data. Supported by an expert team, FoodCalc has over 30 years of combined experience ranging from senior executives, registered dietitians, web developers and marketing/PR coordinators.

Sold to Datacor in 2022: LabelCalc®, creates up-to- date FDA-compliant nutrition facts panels for food manufacturers; and MenuCalc®, which calculates the nutrition analysis of recipes for restaurants and culinary professionals such as chefs, dietitians and recipe authors.

Appendix F:

Screenshots of social media backlash (Instagram, Facebook, [Reddit](#))



mattc1223s 1w

@foodallergy we definitely need collaboration with the food service industry but without legislation we will never have a workable solution, for every proactive restaurant there will be many more who won't have any interest in helping our community, there wouldn't be wheel chair ramps at every restaurant without the ADA, industry rarely self regulates.

Reply



gdelamora521 1w

This is so disappointing, I have a life threatening food allergy and sometimes have to do my own research on certain foods when I go out to restaurants because their menus aren't properly labeled with food allergens. As an adult it's stressful but as a parents it's amplified 1000x more. This bill can help parents feel safer when trying to enjoy a day/night out with their children.

Reply



_thomasjohnstone 1w

Could this have anything to do with your partnership with EveryBite? That are building a proprietary platform meant to help users navigate restaurant menus with allergy concerns-essentially commercializing allergen information that SB 68 would require to be publicly available by law. Thus there wouldn't be a need for EveryBite.

Pretty messed up if you ask me.

Reply



unfiltered.withash 1w

So labeling on menus isn't a good direction to go? Or is it that you profit by going a different route?

Reply



addie.tells.all 1w

I am a food allergy mom and nurse practitioner co-sponsoring SB 68 ADDE to bring food allergy labeling to menus to protect our community.

FARE, I am appalled that you are formally opposed. FARE actively testified in opposition of our bill next to my 9yo addietellsall who bravely testified how labeling would protect her life.

Senator Menjivar reached out multiple times to attempt to work collaboratively with FARE, WITHOUT any response except for a formal OPPOSITION letter.

FARE needs to reconsider their OPPOSITION and remember the people they are supposed to protect.

Reply



ckelder 1w

I can't comprehend how you can formally oppose this, it shows a lack of credibility. A false sense of security? No one with severe allergies ever has their guard fully down. It would at least allow for more informed decision making. You call it a band aid but band aids are very useful- as this would be.

Reply



foodallergyclub 1w

@ckelder exactly! False sense of security is actually such an insult to the entire food allergy community

@foodallergy

Reply



mollie.mk 1w

For FARE to advocate against allergy labeling is beyond comprehension. As an allergy family in CA we fully support SB 68 and unfortunately can't trust @foodallergy any longer.

Reply



linzeelg 1w

Sorry but this seems to be in direct opposition to your mission. There should be allergens clearly labeled on EVERYTHING. That should be the bare minimum. Why not start with this since you clearly haven't accomplished any better options? Are you going to make us subscribe to every bite in order to get this info? Is that the end goal here? You do not represent my voice here.

[Reply](#)



zan.leap 4d · ❤️ by author

@lorideleon

it's me, hi. I'm the community it's me!
I'm watching now 🎥 and I don't like it FARE. Do better.

Signed, anxious food allergy mom in the shadows/non-social media influencer.

I want the menu to show allergens just like I want my packaged foods to show allergens. There can be errors in restaurants AND in factories. It's up to the allergy community to choose their level of risk.

[@foodallergy](#) don't be a hurdle be a bridge

[Reply](#)

[Hide](#)



allergymomx2 1w

Very saddened to hear that FARE is not supporting this bill. This would be a huge win for allergy families. We want transparency when it comes to restaurant menus. We all know that this is not the only thing that would help us feel safer eating at restaurants but it is a step in the right direction.

[Reply](#)



6



cleosallergyworld 6d · ❤️ by author

This is very disappointing. The allergy information should be clearly labelled on all menus in restaurants. It doesn't lull you into a false sense of security as you know mistakes and cross contamination can happen.

[Reply](#)

[Hide](#)



mukkatosa 1w

Wow. I'm am seriously regretting my donations and time spent helping advocate with FARE. So rather than get a lot more transparency now mandated by law, you decide to wait for some voluntary, obscure pathway that maybe will help at some unknown point in the future? Is there a reason you can't support both?

[Reply](#)



mattc1223s 1w

Very disappointing. Laws in the UK and Europe are tremendously helpful for navigating allergens in restaurants, we can't rely on voluntary compliance by restaurants. Traveling in Europe and dining out is so much easier than in the USA with standardized labeling and the associated restaurant training which is critical. Of course there is a risk of a false sense of security but that is no different than packaged food labeling. Would we switch that to a voluntary system? FARE did not really explain their counter-proposal that would be helpful to understand is it that they want a different law or an industry lead solution?

[Reply](#)



allergically.unbreakable 1w · ❤️ by author

[@foodallergy](#) This is BEYOND

disappointing!!! You say that it would create a "false sense of security" which I don't believe it would!! Yes people with severe food allergies would still have to advocate for themselves about cross-contact and it would have to be regulated very well and kept up to date but that does NOT mean it should not be set into effect! Delaying this and working on a better option is just hurting the food allergy community as this could help SO MANY people and make people feel safer about dining out and speaking to restaurant staff as well! It would show the commitment to keeping customers safe.

Until now, allergen menus & ingredient lists have been a rare privilege which is absolutely ridiculous! WE DESERVE BETTER!!! How dare you

[Reply](#)

[Hide](#)



allergieswithmia 1w · ❤️ by author

This is truly such a shame, wow. I am so sorry and beyond disappointed in FARE. I fully support this bill and I hope it gets put into law, as this can be life saving

[Reply](#) [Hide](#)



foodfreedomforjonah 1w · ❤️ by author

@foodallergy with this mentality the FARE form we submit for school each year would also provide a false sense of security.

[Reply](#) [Hide](#)



samgrube 1w

This is so disappointing and disheartening. I hope this opposition gets overturned. It's unbelievably shocking that opposing something that is literally life threatening and can be simply modified to save lives gets opposed. Please do better

[Reply](#)



heatherdbf84 1w

This is incomprehensible to me.

[Reply](#)



mukkatosa 1w

@foodallergy This clarifies nothing. Again no reason you can't support both legal changes and education efforts. They are not mutually exclusive. I am definitely not contributing to FARE again. Our kids only have rights because of disability activists who were willing to put their bodies on the line taking over buildings and demanding legal change. Food allergies have been rising for decades so there's been plenty of time for collaboration. Education isn't going to be enough.

[Reply](#)



allergically.unbreakable 4d · ❤️ by author

@foodallergy You kept stating during the zoom and now that FARE has always "supported the bill" and yet you publicly opposed and criticized it!! Opposition literally means you don't agree with something!! So FOLLOW THROUGH and WITHDRAW YOUR OPPOSITION!!!

[Reply](#) [Hide](#)

Appendix G:

Allergic Living's coverage of the SB 68 Town Hall and community reactions

Appendix H:

[Statements of support for SB 68 from medical associations and advocacy groups](#)

Appendix I:

[Public reporting on the California Restaurant Association's lobbying against SB 68](#)

Appendix J:

FARE's refusal to release Town Hall recording (social media documentation)

Comments	Comments
<p> kaysparro 4d Support SB 68 and withdraw your opposition please and thanks</p> <p>Reply</p>	<p> lorideleon 1w @allergieswithmia their poor social media person is fighting for their life right now</p> <p>Reply</p>
<p> thisisli Shapiro 1w I could not attend the town hall: Why are you opposing a bill that would protect children with food allergies? Is there something I'm missing? What is going on with FARE?</p> <p>Reply</p>	<p> invisiblallyallergic 1w Eager to re-watch the recording and see the chat alongside it. Please post it soon.</p> <p>Reply</p>
<p> pauliv_duran 1w The decisions FARE makes affect real lives. We deserve to hear exactly what was said in that Town Hall.</p> <p>Reply</p>	<p> allergieswithmia 1w I was only able to attend the first half, please post the zoom recording</p> <p>Reply</p>
<p> ktjaloove 1w At this point just step down and let someone else do the job you can't do!</p> <p>Reply</p>	<p> allergieswithmia 1w Really awesome how you're ignoring these comments, it really shows how much you care about the food allergy community</p> <p>Reply</p>
<p> allergenityadvisors 1w We were unable to view the Town Hall - will there be a replay or will it be loaded to YouTube?</p> <p>Reply</p>	<p> allergieswithmia 1w Hey it's been over a day, where is the recording?</p> <p>Reply</p>
Comments	Comments
<p> davda.idjames 1w Many families couldn't attend live. Will you post the replay for public accountability?</p> <p>Reply</p>	<p> tastetheteal 6d @foodallergy It's so gut-wrenching and tone deaf that right after you posted your official position on SB 68, you made another post about the tragic death of Avarie Anne Tierney at a restaurant, which could have potentially been avoided if there was more label transparency to reduce language barriers. Blocking crucial life-saving legislation while taking financial donations from the community you claim to champion for is tone deaf and corrupt. As someone who proudly advocated for the FASTER Act during Courage at Congress, I am astounded and heartbroken that the original mission has seemingly been lost. During these tumultuous times where disability rights are being taken away, I never would have thought the pioneers of food allergy advocacy would stand against the very people you swore to protect. Please remember the people you are fighting for. Our community deserves better</p> <p>Reply</p>
<p> nicholalm_smiller 1w There is no trust without transparency. Release the Zoom.</p> <p>Reply</p>	<p> mqrz_deeakinssarahc 1w Please honor the voices that showed up and the ones that couldn't. Share the recording with the public.</p> <p>Reply</p>
<p> laurenlheafy 1w I'd like to see this recording. I'm a food allergy parent and I'd like to know your position.</p> <p>Reply</p>	
<p> vita.incerta 1w Yknow, I'm gonna be real. I'm not surprised you disrespected the people you are supposed to represent in favor of your paycheck. Mayhaps its time to move on from this position if you cannot respect what it entails.</p> <p>Reply</p>	
<p> analyzinganaphylaxis 1w Public advocacy means PUBLIC advocacy. Not private.</p> <p>Reply</p>	

Comments



yaano.s666 1w

You say you're working for food allergy families - then prove it. Post the full Town Hall recording.

Reply



eeeemquinigrv._ns_ 1w

If FARE truly supports inclusion and dialogue, sharing this Town Hall should be a no-brainer. Where is the recording?

Reply



bev4.er_lylr 1w

Please don't make people feel like they were left in the dark. We deserve access to what was said.

Reply



knm_ellypacheco 1w

What was discussed at the Town Hall affects all of us. It's only fair to release the recording.

Reply



bobbyjohnson1974 1w

If nothing was said that you wouldn't stand behind, then there should be no issue sharing the recording.

Reply

Comments



jenniferdon1 1w

Please let me know where i can watch the town hall.

Reply



ewll_traveller_ 1w

Public advocacy should not happen behind closed doors. Release the Zoom so the community can be part of the conversation.

Reply



elizabeth_is_exhausted 1w

I'm a college student who couldn't attend the town hall but I want to watch it. Why haven't you released the recording yet? If you're as firm as you believe you are on why you're opposing the bill, and if you truly believe you treated the food allergy community members with kindness and respect and made everyone's voices heard... then why haven't you released the recording? Unless, ya know, you know your reasons for opposing the bill are flimsy as fuck and that you were really truly awful to the people you claim to represent. It's not too late to admit you were wrong about this one and apologize!

Reply



bode.gaelpimpi 1w

POST IT

Comments

🔗 Food allergy safety tips



uhg_odn_ess 1w

Will the Town Hall be available to those who couldn't attend? This information shouldn't disappear after an hour.

Reply



madis_onlisanman 1w

The people who couldn't be there still deserve to be heard and to hear what was said. Share the recording.

Reply



iorrorreflectymu_19 1w

We're tired of being left out of conversations that directly impact us. Post the Zoom.

Reply



vent.ventures 1w

So many of us couldn't make it live. Why isn't the recording being made public? That conversation belongs to the community.

Reply



kazyo.rabarry 1w

If you value the community's trust, release the Zoom recording. Transparency builds credibility.

Appendix K:

Former FARE employees testimonials about shift away from advocacy (anonymous source)

Employee 1

6:15 PM

(No Subject)

To: [REDACTED]

You need to follow the money trail. Partnerships seem to fit a personal agenda, rarely resulting in positive outcomes. A failed Vionic partnership due to Sung's friendship with the CEO. SAG Awards table purchase had no ROI for the \$75k price tag. And now Every Bite...

What Sung lacks in leadership, transparency and communication, she makes up for in nepotism and personal advancement and enrichment. She makes sure to hire her personal friends - the latest is the new lobbying group that was brought on.

Employee 2

Inbox - Google 3:53 PM

Another statement

To: [REDACTED]

From a former FARE staffer:

When FARE wanted a change in leadership, I'm not sure they meant a change away from the organization's mission. Since Sung joined FARE, there has been an emphasis on pretense over purpose; celebrity status versus issue management; and money, money, money as the primary driver. While technically a 501c3 non-profit, FARE has begun to describe itself instead as a "charity" – a mission far different than FARE's current activities.

From questionable partnerships and celebrity "endorsements," to overt cronyism in staffing, contracts and advocacy measures, FARE has lost its way under the current leadership. Once the gold star in all things food allergy-related, the organization has now shifted gears to a self-serving group without a clear mission other than visibility for the leadership team. In a word, FARE is all about the MONEY...leaving its deserving constituency without strategic leadership or representation.